



DTC Wine Symposium 2020: Sponsors to Debut, Feature New Products, Services

Napa, CA, January 15, 2020 – The trade show at the 2020 Direct to Consumer Wine Symposium will feature an array of new products and services designed to help wineries succeed in the DTC marketplace. These will be revealed at the 13th annual summit, January 22-23, 2020, at the Hilton Concord Hotel in Concord, California.

Below is a preview of what several sponsors plan to promote at the show.

WinePulse Plus Announced. WinePulse, previously named Vindashboard, is the leading DTC reporting solution with clients throughout major wine regions around the globe. It includes 70+ reports and key performance indicators to help wineries track automatically their DTC sales data, assess performance against goals, view consumer buying trends and analyze metrics to take action and improve sales. At the DTC Wine Symposium, WinePulse will introduce a Peers product to let wineries compare automatically their performance against their peers. With the new WinePulse product suite, wineries of all sizes will be able to take the pulse of their performance in real-time across multiple channels and DTC metrics.

FLYWITHWINE's new VinGardeValise. Small, sleek, and simple — the new VinGardeValise® Piccolo wine suitcase is the ultimate travel companion for your tasting room's guests. With an enhanced exterior shell, 360° wheels, TSA-compliant lock, and room for 5 bottles or personal items as a carry-on, flying with wine has never been easier.

eCellar's Powerful API. Visit eCellar to see the wine industry's most complete, all-in-one Open API-based mobile-ready consumer-centric platform. Serve multiple wine brands within one database for powerful cross-brand selling with our latest Enterprise features. Manage multiple locations with fully integrated eCellar EMV-enabled mobile and traditional cash registers with ease from a central console. Personalize wine club members' online and tasting room experiences using 360-degree visibility of LTV, order history and preferences. Powerful list segmentation allows personalized emails for reservations and online selling, all within one application--no plug-in's or other applications needed.

New Wine Institute Website. Wine Institute has launched a new website at www.wineinstitute.org to highlight its public policy work at the state, federal and international levels and share extensive wine industry information and resources with winery members, media, trade and policymakers. The site presents Wine Institute's mission and priorities as the premiere advocacy group for wine since 1934, and includes content on key initiatives and issues, statistics, direct-to-consumer shipping regulations, press releases and more. Members-only resources include the nutritional data calculator, wholesale rules portal, state legislation tracker, wine label pre-approval service and more. The global

website www.discovercaliforniawines.com remains the primary resource for consumer-focused information.

Message ON the Bottle with Labeltronix. Wine consumer trends are indicating that brand loyalty is down, and consumers want wine “their way”. Labeltronix introduces a new solution that gives wineries the best of both worlds for labeling—the ability to create outstanding award-winning labels for their brand, with the flexibility to personalize or customize each label with custom messaging. Called “Message ON the Bottle™,” this breakthrough allows wineries to retain the integrity of their brands with embellishments like foil and embossing on labels with exact brand color matching, while offering the unique messaging that consumers want. This is a new and powerful way to help wineries build tasting room traffic, enhance the tasting room experience and build their wine club membership. This special, wine label personalization, also impresses and stimulates social media followers and influencers.

For a complete list of sponsors, please visit the Sponsor page:
<https://dtcwinesymposium.com/sponsors/>

About the Direct to Consumer Wine Symposium

The DTC Wine Symposium is presented by and a fundraiser for Free the Grapes! Now in its 13th year, the summit on DTC sales and marketing has raised more than \$1.2 million for Free the Grapes’ PR campaign, and the Coalition for Free Trade’s legal work (The CFT “retired” in 2014 after achieving its goals). These two groups have worked closely with industry lobbyists and regional associations to streamline onerous regulations and to increase the number of legal wine shipping states from 17 to 45, which represent 95% of the US population. The DTC Wine Symposium is the primary fundraiser for Free the Grapes!, providing funds for its campaign to engage wine lovers and the media in its support of consumer choice using legal, regulated direct-to-consumer wine shipping.

###